

1. (Currently Amended) An advertising/promotional display system, constructed for providing an interest-generating, multi-sense, exciting display, comprising

- A. a housing comprising a plurality of co-operating panels;
- B. a biasing member connected to the housing for causing said panels to move from a first, collapsed, substantially flat configuration, to a second, erect, three-dimensional configuration;
- C. an audio signal generating assembly,
  - a. mounted to said housing,
  - b. constructed for producing a desired audio signal when activated, and
  - c. incorporating a switch member movable between an OFF position and an ON position and constructed for controlling the activation and deactivation of the audio signal generating assembly; and
- D. an ~~activation control~~ arm member,
  - a. mounted to the housing for movement therewith when said panels move from the first configuration to the second configuration, and

- b. controllably engaged with the switch member of the audio signal generating assembly for maintaining the switch member in its OFF position when the housing is in ~~its~~ the first, collapsed configuration, and enabling the switch member to move into its ON position when the housing moves into ~~its~~ the second, erect configuration;

whereby the movement of the housing from ~~its~~ the first, substantially flat configuration into ~~its~~ the second, erect configuration simultaneously causes a desired audio signal to be generated, thereby enhancing the interest and excitement achieved by the advertising/promotional display system.

2. (Currently Amended) The advertising/promotional display system defined in Claim 1, wherein the ~~panel-members~~ panels forming the housing are further defined as comprising an outside surface and an inside surface, and said outside surface of the ~~panel-members~~ panels ~~incorporates~~ incorporate indicia printed thereon for providing a desired visual impact or display.

3. (Currently Amended) The advertising/promotional display system defined in Claim 2, wherein the plurality of panels forming the housing are

further defined as being cooperatively associated with each other for enabling the housing to be movable between a the first, substantially flat configuration and a the second, erect, substantially three-dimensional configuration.

4. (Currently Amended) The advertising/promotional display system defined in Claim 3, wherein said housing is further defined as comprising a three-dimensional shape when in ~~its~~ the second configuration, with said second configuration comprising one selected from the group consisting of rectangles, cubes, and polyhedrons.

5. (Currently Amended) The advertising/promotional display system defined in Claim 3, wherein said audio signal generating ~~member~~ assembly is further defined as comprising an integrated circuit containing a pre-recorded, desired audible message and a speaker for enabling the audible message to be easily heard.

6. (Currently Amended) The advertising/promotional display system defined in Claim 5, wherein said integrated circuit and said speaker are further defined as being mounted to an interior surface of one or more ~~panel members~~ of the panels forming the housing.

7. (Currently Amended) The advertising/promotional display system defined in Claim 5, wherein said pre-recorded audible message is further defined as being directly related to the indicia formed on the outside surface of the ~~panel members~~ panels of the housing, thereby providing an exciting, interest-generating display system wherein both the visual and audible information delivered to the user are consistent.

8. (Original) The advertising/promotional display system defined in Claim 5, wherein the pre-recorded, audible message is further defined as comprising at least one selected from the group consisting of words, music, and sounds.

9. (Currently Amended) The advertising/promotional display system defined in Claim 3, wherein said biasing member is further defined as comprising an elongated, movable, spring-force generating member mounted under tension between two juxtaposed, spaced, co-operating panel members of said housing for exerting a biasing force against said panels, causing said panels to move towards each other when activated, thereby enabling said housing to be movable between a the first, substantially flat configuration and a the second, erect, three-dimensional configuration.

10. (Currently Amended) The advertising/promotional display system defined in Claim 9, wherein the spring-force generating member is further defined as being maintained under tension when the housing is in ~~its~~ the second, erect, three-dimensional configuration, thereby assuring the housing remains in said three-dimensional configuration.

11. (Original) The advertising/promotional display system defined in Claim 8, wherein ~~said~~ the spring-force generating member is further defined as comprising one selected from the group consisting of elastic bands and rubber bands.

12. (Currently Amended) The advertising/promotional display system defined in Claim 3, wherein the housing further comprises a support ~~plate~~ panel, with said support ~~plate~~ panel being affixed to an inside surface of a first panel comprising a panel member one of the panels forming the housing and being movable between a collapsed position and an extended position, and with said support ~~plate~~ panel being affixed to one end of the activation control arm for controlling the movement of the control arm relative to the switch member.

13. (Currently Amended) The advertising/promotional display system defined in Claim 10, wherein the support ~~plate~~ panel is further defined as being constructed for maintaining the ~~activation control arm member~~ in engagement with the switch member when the housing is in ~~its~~ the first, collapsed, substantially two-dimensional configuration and controllably withdrawing the ~~activation control arm member~~ from engagement with the switch member when the housing is moved into ~~its~~ the second, erect, three-dimensional configuration.

14. (Currently Amended) The advertising/promotional display system defined in Claim 11, wherein said support ~~plate~~ panel is further defined as being cooperatively associated with a ~~holding plate~~ an interior plate mounted between

the support ~~plate~~ panel and an inside surface of a ~~panel member~~ one of the panel members for assuring the desired movement of the support ~~plate~~ panel is attained whenever the housing is moved between ~~its~~ the first configuration and ~~its~~ the second configuration.

15. (Currently Amended) The advertising/promotional display system defined in Claim 12, wherein said support ~~plate~~ panel is defined as extending from ~~a first~~ said panel of the housing and the ~~holding plate~~ interior plate is defined as extending from a second panel ~~of~~ comprising one of the panels forming the housing which is positioned directly adjacent to the first panel.

16. (Currently Amended) An advertising/promotional display system, constructed for providing an interest-generating, multi-sense, exciting display, comprising

- A. a housing comprising a plurality of co-operating panels with each panel having an outside surface and an inside surface, with the outside surface of the panel member incorporating indicia printed thereon for providing a desired visual impact or display;

- B. a biasing member connected to the housing for causing said panels to move from ~~a~~ the first, collapsed, substantially flat configuration, to ~~a~~ the second, erect, three-dimensional configuration and comprising an elongated, movable, spring-force generating member mounted under tension between two juxtaposed, spaced, co-operating ~~panel members~~ panels of said housing for exerting a biasing force against ~~said~~ the panels, causing ~~said~~ the panels to move towards each other when activated, thereby enabling said housing to be movable between a first, substantially flat configuration and a second, erect, three-dimensional configuration;
- C. an audio signal generating assembly,
  - a. mounted to said housing,
  - b. constructed for producing a desired audio signal when activated,
  - c. incorporating a switch member movable between an OFF position and an ON position and constructed for controlling the activation and deactivation of the audio signal generating assembly; and

- d. comprising an integrated circuit containing a pre-recorded, desired audible message and a speaker for enabling the audible message to be easily heard;

D. an ~~activation control~~ arm member,

- a. mounted to the housing for movement therewith when said panels move from the first configuration to the second configuration, and
- b. controllably engaged with the switch member of the audio signal generating assembly for maintaining the switch member in its OFF position when the housing is in ~~its~~ the first, collapsed configuration, and enabling the switch member to move into ~~its~~ the ON position when the housing moves into its second, erect configuration;

whereby the movement of the housing from ~~its~~ the first, substantially flat configuration into ~~its~~ the second, erect configuration simultaneously causes a desired audio signal to be generated, thereby enhancing the interest and excitement achieved by the advertising/promotional display system.

17. (Currently Amended) The advertising/promotional display system defined in Claim 16, wherein said pre-recorded audible message is further defined as being directly related to the indicia formed on the outside surface of the ~~panel-members~~ panels of the housing, thereby providing an exciting, interest-generating display system wherein both the visual and audible information delivered to the user are consistent.

18. (Currently Amended) The advertising/promotional display system defined in Claim 16, wherein the housing further comprises a support ~~plate~~ panel, with said support ~~plate~~ panel being affixed to an inside surface of a ~~panel member~~ one of the panels forming the housing and being movable between a collapsed position and an extended position, and with said support ~~plate~~ panel being affixed to one end of the ~~activation-control arm member~~ member for controlling the movement of the ~~control arm member~~ member relative to the switch member.

19. (Currently Amended) The advertising/promotional display system defined in Claim 10, wherein the support ~~plate~~ panel is further defined as being constructed for maintaining the ~~activation-control arm member~~ member in engagement with the switch member when the housing is in ~~its~~ the first, collapsed, substan-

tially two-dimensional configuration and controllably withdrawing the ~~activation~~  
~~control~~ arm member from engagement with the switch member when the  
housing is moved into ~~its~~ the second, erect, three-dimensional configuration.

20. (Currently Amended) The advertising/promotional display system  
defined in Claim 19, wherein said support ~~plate~~ panel is further defined as being  
cooperatively associated with ~~a holding plate~~ an interior plate mounted between  
the support ~~plate~~ panel and an inside surface of a ~~panel member~~ one of the  
panel members for assuring the desired movement of the support ~~plate~~ panel is  
attained whenever the housing is moved between ~~its~~ the first configuration and  
~~its~~ the second configuration.